AGRISOCIONOMICS
Jurnal Sosial Ekonomi dan Kebijakan Pertanian
ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

THE IMPACT OF RESIDENTS ATTITUDE TOWARD SUSTAINABLE TOURISM DEVELOPMENT USING SUS-TAS: MEDIATING ROLE OF TOURISM INVOLVEMENT

Anisa Aprilia[1*], Edlyn Khurotul Aini[2], Kartika Putri Kumalasari[3], and Yusri Fajar[4]
[1]Socio-Economics Department, Faculty of Agriculture, Universitas Brawijaya, Malang, East Java, Indonesia
[2,3]Faculty of Administration Science, Universitas Brawijaya, Malang, East Java, Indonesia
[4]Faculty of Cultural Studies, Malang, East Java, Indonesia

*Correspondence Email: anisa.asa@ub.ac.id

Submitted 23 May 2023; Approved 13 November 2023

ABSTRACT

Currently, the concept of sustainable tourism development is critical, especially how local communities participate. This research aims to investigate the elements that influence the development of sustainable tourism in the biosphere reserve area of Alas Purwo National Park, Banyuwangi, namely environmental factors, social cost participation, and long-term planning mediated through tourism involvement. Using a survey method, the approach was empirically tested on a sample of 170 locals living close to the Alas Purwo National Park reserve. The questions are divided into two sections: the first includes socio-demographic and economic data on the respondents, and the second includes research tools made up of 25 questions utilizing a Likert scale with a maximum score of five. A questionnaire was administered to 170 respondents, who were subsequently evaluated using Structural Equation Modeling (SEM) with SmartPLS. All variables were found to have a substantial effect on sustainable tourism development, as mediated by the variable tourist involvement. The community has great potential to assist the growth of ecotourism that is sustainable. To manage tourism in a more sustainable manner, particularly in the biosphere region that needs to be conserved, the government, particularly local governments, local communities, and tourists are required.

Keywords: *biosphere reserve, sustainable tourism, tourism involvement*

BACKGROUND

It is estimated that in the next 10 years the placement of the travel and tourism sector will outpace global growth at a rate of 5.8% per year while Global GDP grows 2.7% (World Travel and Tourism Council, 2023). Indonesia is often regarded as a highly sought-after travel destination among users of the Ctrip platform. (World Travel and Tourism Council, 2023). Indeed, the tourist business in Indonesia has generated a foreign exchange amounting to 0.54 billion US Dollars in 2021 (Badan Pusat Statistik, 2023). The tourist industry in Indonesia has had significant growth, as evidenced by the country's performance in 2021. Indonesia achieved a score of 4.4 out of seven, reflecting an improvement in its ranking from 44th to 32nd position (Travel & Tourism Development Index, 2022). However, tourism is one of the most dynamic businesses, thus it must be appropriately planned and promoted by balancing environmental, economic, and social goals (Streimikiene et al., 2021). And because tourism and the environment cohabit in a symbiotic connection, the environment is a crucial

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

element for tourism development (Tang, 2015). Therefore, development of sustainable tourism has also experienced a transition from providing emphasis to companies to giving priority to local communities, from a focus on economic growth and conservation and nature conservation to poverty reduction and the empowerment of local populations (Ruhanen et al., 2015).

The involvement of local communities is a crucial aspect in the advancement of sustainable tourism (Obradović et al., 2021). Insufficient engagement of the local community can potentially give rise to challenges in the process of tourism development (Zhang et al., 2013). Numerous scholars have conducted study on the engagement of local communities in the advancement of sustainable tourism (Bajrami et al., 2020; Jeelani et al., 2022; Obradović et al., 2021; Song et al., 2021; Zhang et al., 2013). While the task of assessing attitudes is widely acknowledged as challenging, there is also a notable difficulty in examining the behavioral patterns of individuals within a local community. The development of a good attitude among local residents towards the advancement of sustainable tourism is of paramount significance (Kala & Bagri, 2018). The involvement of local communities has the potential to contribute to both economic and non-economic advancements (Bajrami et al., 2020). For instance, a study examining the environmental impact of tourism revealed that the livelihoods of local residents were enhanced in a positive manner. This was attributed to the increased availability of recreational activities such as fairs, festivals, and live sports, which were made possible by the expansion of tourism within their respective towns (Eslami et al., 2018).

This study uses the Sustainable Tourism Attitude Scale, or SUS-TAS, which was developed by Choi & Sirakaya (2005). The aforementioned scale is employed for the purpose of evaluating the attitudes of individuals residing in a specific locality towards the concept of sustainable tourism. At the regional level, the SUS-TAS system has the capability to access pertinent data, thereby aiding local planners and decision-makers in assessing the present state of tourism and enhancing future tourism growth prospects. The scale employed in this study utilizes subjective indicators that serve as valuable instruments for evaluating the progress of development at the local level. The objective of this study is to examine the perspectives of local residents about the development of sustainable tourism. Specifically, it seeks to assess the incorporation of sustainability criteria, including environmental impact, social costs, community involvement, and long-term planning.

The concept of sustainable tourism development holds significant importance for both established and developing nations, including Indonesia. One of the aforementioned locations is situated within the Alas Purwo National Park, which is positioned at the easternmost point of Java Island. More specifically, it is situated in the southern coastal region, precisely within the administrative boundaries of Banyuwangi Regency in the province of East Java. The primary objective of this study is to investigate the local community's perspective on sustainable tourism development in the region of Alas Purwo. It is crucial to consider the attitude of the local community throughout the initial phases of tourist development. In order to enhance the efficacy of its implementation, the significance of the local community's attitude towards tourism operations cannot be overstated, as it plays a pivotal role in the advancement of sustainable tourism. The present study employs the Sustainable Tourism Attitude Scale (SUS-TAS) as a tool to assess the perception of local communities about the advancement of sustainable tourism. Additionally, this investigation examines the extent of tourist involvement in the administered assessment.

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

RESEARCH METHODS

The study sample consisted 170 respondents around the biosphere reserve area of Alas Purwo National Park Banyuwangi were surveyed using a questionnaire. The selection of research samples was conducted using a purposive approach, specifically targeting individuals who have resided in the area for a minimum of 10 years. The determination of the appropriate number of study samples is contingent upon the level of significance and the maximum number of arrows that are directed towards a construct, while maintaining a power of 80% in the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework (Hair et al., 2014). This study employs descriptive statistical analysis to determine the socio-demographic profile of respondents, as well as SEM analysis to determine convergent validity, discriminant validity, internal consistency, collinearity statistics, R2, f2, Q2, and hypothesis testing. Using a five-point Likert scale, the research instrument was measured (1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree, and 5 – strongly agree).

The first section of the questionnaire comprises of socio-demographic and economic information on the respondents, including their gender, age, marital status, education, job status, kind of occupation, monthly income, and length of stay. Support for sustainable tourism development (3 things), tourism involvement (3 items), environment sustainability (9 items), perceived social cost (7 items), and community participation (3 items) comprise the following component of a study instrument containing 31 questions (6 items). Table 1 displays the instrument used in the study and Figure 1 represents the research model.

Table 1. Research Instrument

Construct	Code	Items
Environment Sustainability	ES1	Community ecology must be safeguarded both today and in the future.
	ES2	Nature's diversity must be respected and safeguarded.
	ES3	Tourism development should bolster environmental preservation efforts.
	ES4	Tourism must safeguard the local ecology.
	ES5	Tourism must be created with the natural and cultural environment in mind.
	ES6	Wildlife and natural habitats must always be safeguarded for the development of a sustainable tourism industry.
	ES7	Environmental regulations are required to mitigate the detrimental effects of tourism development.
	ES8	Tourism growth must encourage environmental responsibility among all tourism stakeholders
	ES9	Tourism must improve the environment for future generations
Perceived Social Cost	PSC1	The presence of tourists in my community lowers my standard of living.
	PSC2	Due to tourists, my standard of living has diminished.
	PSC3	Feel upset by tourism in the community Tourists overuse the community's leisure resources.
	PSC4	The community is overpopulated as a result of tourism growth.

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

Construct	Code	Items
	PSC5	not feel welcome or comfortable with local tourism enterprises
	PSC6	Due to tourism, the quality of social contact in the neighborhood has declined.
	PSC7	The presence of tourists in my community lowers my standard of living.
Community Participation	CP1	Tourism decisions in my community must be made by everyone, regardless of background.
	CP2	For tourist growth to be successful, there must be complete community involvement in all tourism-related decisions.
	CP3	Residents of a community should have the opportunity to participate in tourist development and management.
Long-Term Planning	LTP1	Tourism industry must make future preparations.
	LTP2	Effective tourism administration demands an early planning strategy.
	LTP3	Planning for tourism development requires a long-term perspective.
	LTP4	Residents must be incentivized to assume leadership positions on tourism planning groups.
	LTP5	Tourism expansion requires well-coordinated planning.
	LTP6	Plans for tourism growth should be regularly enhanced.
Tourism Involvement	TI1	Thrilled to participate in tourism-related events
	TI2	Consider tourism-related activities to be essential.
	TI3	Be disheartened when participation in a tourism-related activity is low.
Sustainable Tourism Development	STD1	Support for sustainable tourism development
	STD2	Support for cooperation in the sustainable development of tourism
	STD3	Support for conservation and environmental education

Sources: Choi & Sirakaya (2005), Elshaer et al. (2021), Obradović et al. (2021), Park et al. (2022), Suhartanto et al. (2018)

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

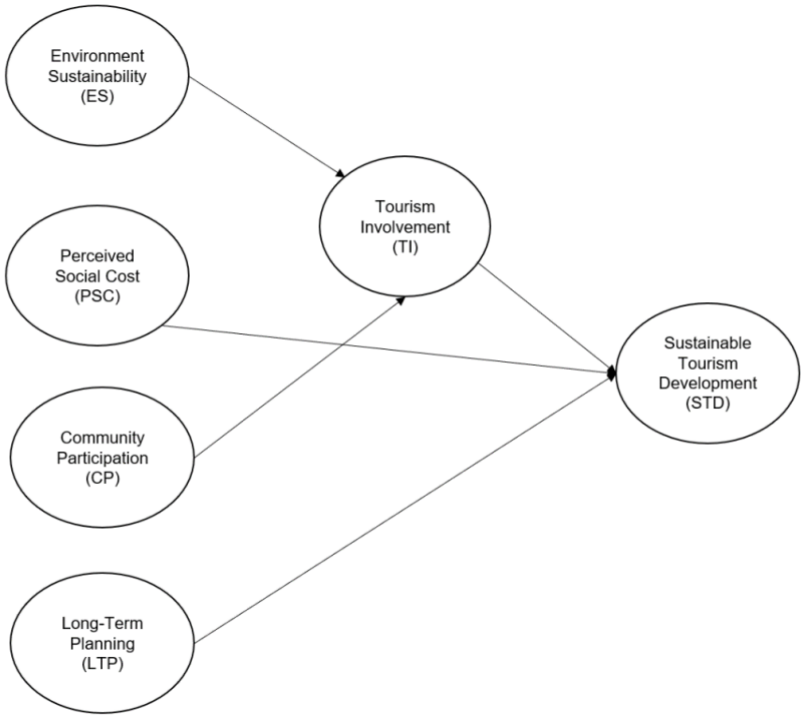

Figure 1. Research Model

RESULT AND DISCUSSION

Respondents' Socio-demographic Profiles

A sample size of 170 was collected, comprising predominantly male respondents (48.8%) and female respondents (51.2%). The majority of responses fell within the age ranges of 14 to 30 (33.5%) and 41 to 50 (31.5%). The distribution of educational attainment among the surveyed population reveals that 40.6% possess an undergraduate degree, while 40% have completed high school or obtained an equivalent qualification. Additionally, 14.7% of respondents have attained a junior high school diploma or its equivalent. Based on the data pertaining to respondents' marital status, it can be observed that 72.4% of the individuals are married, while the remaining 27.6% are classified as single. According to the survey data, a majority of the participants, specifically 58.8%, reported having permanent employment. A significant portion, 14.1%, identified themselves as students, while 12.4% indicated that they were housewives. A smaller proportion, 8.2%, reported having temporary employment, whilst 3.5% identified themselves as pensioners. Lastly, a minority of 2.8% reported engaging in other jobs. In this survey, it was found that 39.4% of the participants were employed in the field of education, 22.9% were engaged in agricultural activity, 30% were involved in non-agricultural entrepreneurial activities, and 7.7% were employed in various other occupations. The respondents' income in Banyuwangi Regency may be classified into three categories: minimum wage, below minimum wage (accounting for 43.5% of respondents), and above minimum wage (constituting 12.9% of respondents). Furthermore, the participants exhibit diverse durations of residency, with the majority (24.7%) having resided for 41-50 years, followed by 19.4% who have lived in the area for 21-30 years, 15.9% for 11-20 years, and 13.0% for 31-40 years. The profiles of the responders are presented in Table 2. In the context of the SUS-TAS research, an examination of social demographic data contributes to a comprehensive comprehension of the variations in attitudes towards sustainable tourism among diverse population segments. This can facilitate the development

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

of enhanced communication, education, and policy approaches aimed at fostering the advancement of sustainable tourism.

Table 2. Respondents' Profile

Demographics	Frequency	Percentage (%)
Gender		
Male	83	48.8
Female	87	51.2
Age of Respondents (years)		
14 – 30	57	33.5
31 – 40	27	15.9
41– 50	53	31.2
51 – 60	28	16.5
> 60	5	2.9
Marital Status		
Unmarried	47	27.6
Married	123	72.4
Education Level		
Graduated from Elementary School	5	2.9
Graduated from Middle School	25	14.7
Graduated from High school	68	40.0
Undergraduate	69	40.6
Postgraduate	3	1.8
Job Status		
Permanent Job	100	58.8
Temporary Job	14	8.2
Taking Care of the Household	21	12.4
Student	24	14.1
Retired	6	3.5
Other	5	2.9
Job Type		
Education	67	39.4
Agriculture	39	22.9
Non-Agricultural Entrepreneur	41	30.0
Not yet working	2	1.2
Not Mention	11	6.5
Income per month		
Below the minimum wage	74	43.5
Above the minimum wage	22	12.9
Uncertain	20	11.8
Not Mention	54	31.8
Length of stay (years)		
1 – 10	19	11.1
11 – 20	27	15.9
21 – 30	33	19.4
31 – 40	23	13.5
41 – 50	42	24.7
51 – 60	21	12.4
61 – 70	5	2.9

Source: Primary Data (2022)

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

Factor Analysis Resident Attitude Toward Sustainable Tourism Using Sus-Tas: Mediating Role of Tourism Involvement

Measurement Model

The PLS-SEM approach was selected for data analysis, followed by SmartPLS data analysis. First, a validity evaluation (see Table 3) is conducted to confirm that each variable's measurement is valid. As part of the evaluation of convergent validity, factor loading and the average extracted variance (AVE) are considered; it is intended that both values be more than 0.5. The findings of the investigation indicate that the loading and AVE factors satisfy the criteria, hence establishing convergent validity. As part of the evaluation of discriminant validity, the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio are considered (HTMT). The purpose of the evaluation is to confirm that each variable in the model is unique. The Fornell-Larcker criterion stipulates that the square root of a construct's AVE must be greater than the construct's correlation with other constructs in the model. The Fornell-larcker requirements are satisfied, as shown in Table 4. The HTMT standards stipulate that the HTMT value must be lower than 0.85 (Kline, 2016). HTMT requirements were satisfied; all HTMT values were less than 0.85 (Table 5). In this investigation, the required criteria for convergent and discriminant validity were satisfied. Regarding internal consistency as measured by Cronbach's Alpha (CA) score and composite reliability (CR). Cronbach Alpha is anticipated to range between 0.7 and 0.9, and CR is anticipated to exceed 0.7. The Cronbach Alpha and CR requirements have been met, and discriminant validity has also been established.

Table 3. Reliability And Validity Measures

Indicator	Construct	Convergent Validity		Internal Consistency		Collinearity statistics
		FL (>0.5)	AVE (>0.5)	CR (>0.7)	CA (0.7-0.9)	VIF (<5.0)
ES1	Environment Sustainability	0.833	0.581	0.926	0.910	3.176
ES2		0.798				3.233
ES3		0.808				2.869
ES4		0.672				1.643
ES5		0.781				2.310
ES6		0.744				2.068
ES7		0.691				1.953
ES8		0.767				1.992
ES9		0.756				2.153
PSC1	Perceived Social Cost	0.885	0.776	0.960	0.952	3.479
PSC2		0.861				3.069
PSC3		0.899				4.178
PSC4		0.863				3.506
PSC5		0.906				4.467
PSC6		0.842				3.024
PSC7		0.907				4.394
CP1	Community Participation	0.872	0.737	0.893	0.821	1.962
CP2		0.857				1.770
CP3		0.846				1.824
LTP1	Long-Term Planning	0.801	0.638	0.913	0.886	2.149
LTP2		0.823				2.540

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

LTP3		0.797				2.123
LTP4		0.778				1.911
LTP5		0.849				2.577
LTP6		0.738				1.759
TI1	Tourism Involvement	0.794	0.559	0.785	0.594	1.418
TI2		0.874				1.445
TI3		0.534				1.071
STD1	Support For Sustainable	0.915	0.712	0.880	0.792	2.683
STD2	Tourism Development	0.901				2.609
STD3		0.697				1.295

Source: Primary Data (2022)

After confirming that all variables' indicators are accurate and valid in the first step, the structural model is then evaluated. The path coefficients in PLS-SEM indicate the regression coefficients, which comprise the coefficient of determination (R2), variance inflation factor (VIF), effect size to R2 (f2), and predictive relevance (Q2), because the PLS-SEM algorithm employs an iterative technique for multiple regression series. The value of the VIF indicates the collinearity between exogenous and endogenous construction relationships. All VIF values were below 5 (Table 3), demonstrating that there was no collinearity issue that confounded the study's conclusions. The coefficient of determination (R2) measures the accuracy of the model's predictions and also represents the amount of variance in the endogenous construct explained by all of its linked exogenous constructs. Tourism Involvement and Support for Sustainable Tourism Development with R2 values of 0.295 and 0.543, respectively, were examined in this study (Table 6). This indicates that the link between the independent variable and the dependent variable is substantial. The effect size to R2 (f2) represents the magnitude of the independent construct's influence on the dependent construct. The effect size of each predictor variable in the model ranges from 0.092 to 0.305 (Table 7), which falls within the category of modest to medium. Stone-Geisser's (Q2) predictive significance indicates the significance of the independent variable in predicting the dependent variable. Q2 is anticipated to have a value larger than zero. Stone-(Q2) Geisser's predictive value for the TI and STD variables is 0.262 and 0.433%, respectively (Table 8). This indicates that the study model is predictive.

Table 4. Fornell-Larker Criteria

Variable	ES	PSC	CP	LTP	TI	STD
ES	0.762					
PSC	-0.181	0.881				
CP	0.419	-0.195	0.858			
LTP	0.685	-0.156	0.536	0.798		
TI	0.480	-0.174	0.433	0.360	0.748	
STD	0.559	-0.423	0.474	0.535	0.579	0.844

Source: Primary Data (2022)

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

Table 5. Heterotrait-Monotrait Ratio (HTMT)

Variable	ES	PSC	CP	LTP	TI
ES					
PSC	0.202				
CP	0.476	0.208			
LTP	0.754	0.166	0.631		
TI	0.606	0.229	0.626	0.472	
STD	0.663	0.450	0.586	0.636	0.820

Source: Primary Data (2022)

Table 6. Coefficient of Determination (R^2)

Variable	R^2	Indication
TI	0.295	Substantial
STD	0.543	Substantial

Source: Primary Data (2022)

Table 7. Effect Size to R^2 (f^2)

Relationship	F^2	Indication
PSC → STD	0.188	Medium
LTP → STD	0.222	Medium
TI → STD	0.305	Medium
ES → TI	0.153	Medium
CP → TI	0.092	Small

Source: Primary Data (2022)

Table 8. Stone-Geisser Predictive Relevance (Q2)

Variable	RMSE	MAE	Q^2predict
TI	0,874	0,688	0,262
STD	0,765	0,603	0,433

Source: Primary Data (2022)

Examining the coefficient parameters and significant values derived from the 95% bias-corrected confidence intervals for each independent variable is used to test the null hypothesis. According to Table 8, all path coefficients have statistically significant values (at the p level of 0.05).

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

Table 9. Hypothesis Testing for Direct and Indirect Relationship

Hypotheses	Relationship	Beta	SD	t-value	p-value	Confidence interval		Conclusion
						LL	UL	
H1	ES → TI	0.362	0.072	5.014	0.000	0.229	0.503	Supported
H2	CP → TI	0.281	0.077	3.653	0.000	0.138	0.421	Supported
H3	PSC → STD	-0.299	0.048	6.292	0.000	-0.401	-0.206	Supported
H4	LTP → STD	0.343	0.078	4.406	0.000	0.190	0.476	Supported
H5	TI → STD	0.403	0.068	5.967	0.000	0.281	0.524	Supported
H6	ES → TI → STD	0.146	0.045	3.275	0.001	0.073	0.241	Supported
H7	CP → TI → STD	0.113	0.032	3.559	0.000	0.059	0.172	Supported

Source: Primary Data (2022)

Based on the findings presented in Table 9, it can be observed that Environment Sustainability exerts a significant positive impact on Tourism Participation (IT). Hypothesis 1 (H1) is substantiated by the statistical evidence indicating the coefficient value (Beta) of the association between ES and TI is 0.362, with a p-value of 0.000, which is below the predetermined significance level of 0.05. The present study argues that the level of Tourism Involvement in Alas Purwo National Park is substantially impacted by Environmental Sustainability. According to this hypothesis, it is imperative for the community to actively participate in the conservation of the current and future environment, as well as the preservation of natural diversity. In situations where the development of tourism has the potential to contribute to the preservation of the environment and the coexistence of the natural and cultural surroundings, it is imperative that such tourist development complies with the prevailing legal framework. In order to achieve harmonious coexistence between tourism management, the community environment, and the natural environment, it is imperative to ensure that all these elements are adequately supported and integrated into tourism operations. Lin et al., (2019) found that there is a higher level of congruence observed between several elements, including the community environment and tourism activities.

Furthermore, the coefficient (Beta) representing the relationship between Community Participation (CP) and Tourism Involvement (TI) is determined to be 0.281, with a p-value below the significance level of 0.05. This outcome provides support for hypothesis 2. The achievement of sustainable tourism growth necessitates the active involvement of all stakeholders, encompassing local communities, tourism industry entities, and governmental bodies, in the decision-making process and overall engagement in tourism activities. In order to ensure equal access for all individuals to engage in tourism-related endeavors. Hence, engagement with the local community is a factor that impacts the level of participation in tourism activities. In this study, it was observed that all participants expressed satisfaction and considered it crucial to engage in tourism activities at Alas Purwo National Park in Banyuwangi.

The study found a statistically significant negative correlation between Perceived Social Cost (PSC) and Sustainable Tourism Development (STD), as shown by a coefficient value (Beta) of -0.299 at a significance level (p-value) of 0.05. According to Hypothesis 3 (H9), it is posited that Support for Sustainable Tourism Development is significantly influenced by Perceived Social Cost in a

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

negative manner. This observation suggests that the tourism activities in Alas Purwo National Park have had a positive impact on the overall well-being of the neighboring population. The sustainable tourism development operations have generated a sense of satisfaction, tranquility, support, and beneficial effects within the local community amongst the observed boom in tourists. If the current trend persists, there will be an increased level of community engagement in the advancement of sustainable tourism. In order to ensure the continuity of this program, it is imperative to enhance the involvement of the surrounding community by offering them the requisite educational resources.

The coefficient values (beta) for the associations between Long-Term Planning (LTP) and Sustainable Tourism Development (STD), as well as between Tourism Involvement (TI) and Sustainable Tourism Development (STD), are 0.343 and 0.403, respectively. Both of these coefficients have p-values below the threshold of 0.05. This finding suggests that there is evidence for both hypotheses 4 (H4) and 5 (H5). Sustainable tourism growth necessitates the adoption of programs that are accompanied by a comprehensive long-term strategy, while the effective execution of tourism management necessitates the utilization of a rigorous planning approach. Given the community's heightened familiarity with the biosphere region in question, it is imperative to promote their active involvement in the planning process for sustainable development. Hence, it is imperative to ensure that planning is effectively coordinated among all relevant stakeholders. The present discourse aims to delineate the perception of community participation and support in relation to the advancement of tourism. There is a positive correlation between an individual's level of attachment to their surroundings and their level of support for the development of tourism. The impact of perceived tourist benefits on support for tourism development and perceived quality of life varies depending on the type of tourism benefit. Previous research has shown that there exists a positive relationship between support for tourist development and the perception of improved quality of life among local residents, as a result of the economic, socio-cultural, and environmental advantages associated with tourism (Stylidis et al., 2014). However, it is important to note that this correlation is not consistently found in all cases.

The mediation analysis revealed that the coefficient (β) representing the role of Tourism Involvement (TI) as a mediator in the relationship between Environment Sustainability (ES) and Sustainable Tourism Development (STD) is estimated to be 0.0146, with a statistically significant p-value of 0.001. Consequently, the sixth hypothesis (H6) is substantiated. The promotion and development of sustainable tourism require the integration of several environmental conservation strategies. The consideration of several components, such as the natural environment, culture, and societal aspects, is essential to ensure the harmonious growth of tourism. In order to facilitate the advancement of sustainable tourism, it is imperative for the local community and visitors to Alas Purwo National Park to foster a harmonious coexistence between the community environment, the natural environment, and the cultural environment. The establishment and operation of sustainable tourism can be facilitated by increased engagement from all stakeholders. The results additionally suggest that the relationship between Community Participation (CP) and Sustainable Tourism Development (STD) is mediated by Tourism Involvement (IT). The results presented in this study demonstrate a coefficient (beta) of 0.113, which is statistically significant at a p-value of 0.05. This finding provides support for hypothesis 7 (H7). Tourism development is commonly perceived as a potential catalyst for generating economic advantages for cities and communities, hence resulting in a holistic enhancement of the populace's standard of living. The findings revealed that a substantial

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

portion of the general population recognized tourism as a noteworthy indirect factor influencing their overall well-being (Eslami et al., 2018).

The expansion of tourism has a beneficial impact on society through the creation of employment opportunities and the augmentation of tax revenue. Therefore, the perspectives held by individuals towards tourism are of utmost importance in cultivating sustained backing for regional tourism enterprises. The aforementioned observation aligns with the results obtained from hypothesis 7, which suggest that the involvement of local communities in decision-making and management processes is crucial for the advancement of sustainable tourism. In order to facilitate individuals' engagement in tourism activities. Furthermore, it is imperative for national governments to proactively involve a diverse array of stakeholders in collaborative endeavors aimed at achieving enduring sustainable development goals (Ilkhanizadeh, 2021).

CONCLUSION AND SUGGESTION

This study provides evidence that individuals' perspectives may vary based on socio-demographic characteristics. The primary research approach provided in this study focuses on the visitor engagement component, aiming to provide insight into the aspects that contribute to sustainable tourism development in the biosphere reserve area. The aforementioned conclusion highlights the impact of social expenditures, specifically community-related factors, on tourist endeavors. It emphasizes the importance of adopting a comprehensive planning approach for sustainable tourism growth, which entails a well-developed strategy, active community involvement, and effective coordination among all stakeholders. The Alas Purwo National Park in Banyuwangi is designated as a biosphere reserve area. This region serves as a prominent tourist destination, as evidenced by a study indicating that tourists and visitors express satisfaction in engaging in various tourism activities. Their active involvement in these activities plays a significant role in the conservation and safeguarding of the region's diverse natural and cultural heritage. Furthermore, the local population has a strong inclination towards active engagement in the pursuit of tourist sustainability, seeking to actively participate in all decision-making processes related to tourism growth. Engage the local community in participatory decision-making processes pertaining to the growth of tourism. Engage in consultations with local residents regarding issues that have a direct impact on their environment, culture, and means of sustenance. Additionally, facilitate periodic community gatherings, workshops, and forums to actively solicit input and receive feedback from the residents. This phenomenon fosters a perception of possession and enables individuals to actively participate in endeavors related to sustainable tourism. Nevertheless, it is imperative for tourism destination administrators to assess the promotional environment. One potential approach for enhancing the promotion of accessible tourist destinations is through the establishment of partnerships with local government authorities. By collaborating with these authorities, tourism stakeholders may work together to ensure that tourism rules and regulations are in line with sustainable practices and community ambitions. Collaborate collectively to produce promotional materials that are both accessible and inclusive, with the aim of showcasing the cultural and natural history of the location. When visitors willingly adhere to their personal norms, it has a good impact on their eco-friendly behavior and contributes to the promotion of sustainable tourism. Additionally, this behavior might result in the creation of messages that further reinforce the norms of tourists.

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

REFERENCES

Badan Pusat Statistik. 2023. Tabel Jumlah Devisa Sektor Pariwisata (Miliar US $) di Indonesia Tahun 2021. Indonesia Statistic Database. https://www.bps.go.id/subject/16/pariwisata.html#subjekViewTab5

Bajrami, D. D., Radosavac, A., Cimbaljević, M., Tretiakova, T. N., & Syromiatnikova, Y. A. 2020. Determinants of residents' support for sustainable tourism development: Implications for rural communities. Sustainability (Switzerland), 12(22): 1–16. https://doi.org/10.3390/su12229438

Choi, H. S. C., & Sirakaya, E. 2005. Measuring residents' attitude toward sustainable tourism: development of sustainable tourism attitude scale. Journal of Travel Research, 43(4): 380–394. https://doi.org/10.1177/0047287505274651

Elshaer, I., Moustafa, M., Sobaih, A. E., Aliedan, M., & Azazz, A. M. S. 2021. The impact of women's empowerment on sustainable tourism development: Mediating role of tourism involvement. Tourism Management Perspectives, 38(June 2020): 100815. https://doi.org/10.1016/j.tmp.2021.100815

Eslami, S., Khalifah, Z., Mardani, A., & Streimikiene, D. 2018. Impact of non-economic factors on residents' support for sustainable tourism development in Langkawi Island, Malaysia. Economics and Sociology, 11(4): 181–197. https://doi.org/10.14254/2071-789X.2018/11-4/12

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2014. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In SAGE, 46(1–2). https://doi.org/10.1016/j.lrp.2013.01.002

Ilkhanizadeh, S. 2021. Sustainable tourism and the role of stakeholders in North Cyprus: a literature review. Worldwide Hospitality and Tourism Themes, 13(4): 468–475. https://doi.org/10.1108/WHATT-02-2021-0034

Jeelani, P., Shah, S. A., Dar, S. N., & Rashid, H. 2022. Sustainability constructs of mountain tourism development: the evaluation of stakeholders' perception using SUS-TAS. Environment, Development and Sustainability, 25(8): 8299–8317. https://doi.org/10.1007/s10668-022-02401-8

Kala, D., & Bagri, S. C. 2018. Barriers to local community participation in tourism development: Evidence from mountainous state Uttarakhand, India. Tourism, 66(3): 318–333.

Kline, R. B. 2016. Principles and practice of structural equation modeling, 4th ed. In Principles and practice of structural equation modeling, 4th ed. Guilford Press.

Lin, C. H., Wang, W. C., & Yeh, Y. I. E. 2019. Spatial distributive differences in residents' perceptions of tourism impacts in support for sustainable tourism development—Lu-Kang destination case. Environments - MDPI, 6(1). https://doi.org/10.3390/environments6010008

Obradović, S., Stojanović, V., Kovačić, S., Jovanovic, T., Pantelić, M., & Vujičić, M. 2021. Assessment of residents' attitudes toward sustainable tourism development - A case study of Bačko Podunavlje Biosphere Reserve, Serbia. Journal of Outdoor Recreation and Tourism, 35(April). https://doi.org/10.1016/j.jort.2021.100384

Park, C. Y., Lee, S. J., Lee, C. K., & Reisinger, Y. 2022. Volunteer tourists' environmentally friendly behavior and support for sustainable tourism development using Value-Belief-Norm theory: Moderating role of altruism. Journal of Destination Marketing and Management, 25(November 2021): 100712. https://doi.org/10.1016/j.jdmm.2022.100712

Ruhanen, L., Weiler, B., Moyle, B. D., & McLennan, C. lee J. 2015. Trends and patterns in sustainable tourism research: a 25-year bibliometric analysis. Journal of Sustainable Tourism, 23(4): 517–535. https://doi.org/10.1080/09669582.2014.978790

Song, H., Zhu, C., & Fong, L. H. N. 2021. Exploring residents' perceptions and attitudes towards sustainable tourism development in traditional villages: The lens of stakeholder theory.

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 514-527, June 2024

Sustainability (Switzerland), 13(23). https://doi.org/10.3390/su132313032

Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. 2021. Sustainable tourism development and competitiveness: The systematic literature review. Sustainable Development, 29(1): 259–271. https://doi.org/10.1002/sd.2133

Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. 2014. Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. Tourism Management, 45: 260–274. https://doi.org/10.1016/j.tourman.2014.05.006

Suhartanto, D., Dean, D., Nansuri, R., & Triyuni, N. N. 2018. The link between tourism involvement and service performance: Evidence from frontline retail employees. Journal of Business Research, 83(October 2017): 130–137. https://doi.org/10.1016/j.jbusres.2017.10.039

Tang, Z. 2015. An integrated approach to evaluating the coupling coordination between tourism and the environment. Tourism Management, 46: 11–19. https://doi.org/10.1016/j.tourman.2014.06.001

Travel & Tourism Development Index. 2022. Travel & tourism development index 2021: Rebuilding for a sustainable and resilient future. In World Economic Forum (Insight Report May 2022). https://www3.weforum.org/docs/WEF_Travel_Tourism_Development_2021.pdf

World Travel and Tourism Council. 2023. A World in Motion Shifting consumer travel trends in 2022 and beyond (Issue January).

Zhang, Y., Cole, S. T., & Chancellor, C. H. 2013. Residents' Preferences for Involvement in Tourism Development and Influences from Individual Profiles. Tourism Planning and Development, 10(3): 267–284. https://doi.org/10.1080/21568316.2012.747984